

UNITED STATES DEPARTMENT OF AGRICULTURE
FOOD SAFETY AND INSPECTION SERVICE
WASHINGTON, DC

FSIS NOTICE

67-15

10/21/15

VERIFICATION OF LABELING OF IMPORTED PRODUCTS NAMED “BEEF CUBE ROLL”

I. PURPOSE

This notice provides instructions to import inspection personnel regarding how to handle imported beef products labeled with the product name “Beef Cube Roll.”

II. BACKGROUND

The Food Safety and Inspection Service (FSIS) have recently become aware of an issue involving the product name “Beef Cube Roll” appearing on imported beef products. “Beef Cube Roll” is not a recognized common or usual name for any beef cut by the Agricultural Marketing Service (AMS) in the Institutional Meat Purchase Specifications (IMPS) or in the Uniform Retail Meat Identity Standards (URMIS). Both IMPS and URMIS are resources that FSIS relies on for the names of meat cuts in the United States. The correct common or usual name for this cut in the U.S. is “Beef Ribeye Roll.” FSIS is working with the countries in which “Beef Cube Roll” is being used. Rather than refusing entry of this product at this time, FSIS is establishing a process to get the product name changed, and the product properly identified.

III. IMPORT INSPECTION PERSONNEL RESPONSIBILITIES

To avoid the issuance of temporary approvals to a large number of importers or tie up product at the ports, import inspection personnel are not to fail the certification or label verification type of inspection (TOI) at this time for products labeled as “Beef Cube Roll” or variations (e.g., cubed roll). For any shipments refused entry for this reason, import inspection personnel are to use the “Appeal Refuse Entry” process in PHIS to close out the refused entry. The status will change to “Removed after appeal” for the refused entry after a successful appeal. Import inspection personnel who are not familiar with this process are to contact their District Import Specialist for assistance. FSIS will issue instructions to import inspection personnel to refuse entry of product labeled as “Beef Cube Roll” six months from the date of this notice.

IV. QUESTIONS

Refer questions regarding this notice to the Labeling and Program Delivery Staff through [askFSIS](#) or by telephone at 1-800-233-3935 (press 4). When submitting a question, use the Submit a Question tab, and enter the following information in the fields provided:

Subject Field: Enter **Notice 67-15**
Question Field: Enter question with as much detail as possible
Product Field: Select **Labeling** from the drop-down menu
Category Field: Select **General Labeling Requirements**

DISTRIBUTION: Electronic

NOTICE EXPIRES: 11/1/16

OPI: OPPD

Policy Arena: Select **International (Import/Export)** from the drop-down menu

When all fields are complete, press **Continue** and at the next screen press **Finish Submitting Question**.

A handwritten signature in black ink, appearing to read "David Joseph". The signature is fluid and cursive, with a large initial "D" and "J".

Assistant Administrator
Office of Policy and Program Development